

As a member of the public with no professional or working relationship to any media company, I feel very strongly that true competition only occurs with an absolute minimum of four companies competing in the same industry. I, along with the whole country, have seen this with the development of competition in telecommunications for long distance service, then cellular phones, and more recently in local phone service. Therefore, in media ownership no one company should own more than 25% of the same type of media in one market nor more than 25% of all media in any one market. Beyond this and competition is eliminated. With only two or three companies with ownership, it is far too easy to have commonality of pricing even without direct collusion. This minimum number of four companies competing seems to work over and over again to create competition in pricing, innovation, and expansion of services. The very core of our economic democracy depends on competition and consumer choice. This must not be reduced and, in fact, should be increased. It has already been reduced far too much. Thank you,
Ed Mass